

ENGINE OPTIONS ON 1983 U. S. MODELS

	V-8 Gasoline	Percent of Output	V-8 Diesel	Percent of Output	V-6 Gasoline	Percent of Output	6-Cylinder Gasoline	Percent of Output	6-Cylinder Diesel	Percent of Output	4-Cylinder Gasoline	Percent of Output	4-Cylinder Diesel	Percent of Output
AMERICAN MOTORS.....	17,464	7.50	N.A.		N.A.		N.A.		N.A.		142,471	92.50	N.A.	
Alliance.....	N.A.		N.A.		N.A.		N.A.		N.A.		142,205	100.00	N.A.	
Eagle.....	17,464	98.50	N.A.		N.A.		N.A.		N.A.		266	1.50	N.A.	
CHRYSLER CORP.....	109,007	12.70	N.A.		N.A.		14,677	1.70	N.A.		733,345	85.60	N.A.	
Chrysler-Plymouth Total.....	93,021	17.61	N.A.		N.A.		6,219	1.18	N.A.		428,849	81.21	N.A.	
Turismo.....	N.A.		N.A.		N.A.		N.A.		N.A.		37,628	100.00	N.A.	
Horizon.....	N.A.		N.A.		N.A.		N.A.		N.A.		57,164	100.00	N.A.	
Reliant.....	N.A.		N.A.		N.A.		N.A.		N.A.		174,170	100.00	N.A.	
Gran Fury.....	11,190	71.1	N.A.		N.A.		4,599	28.90	N.A.		N.A.		N.A.	
Fifth Avenue.....	81,831	98.00	N.A.		N.A.		1,670	20.00	N.A.		N.A.		N.A.	
E-Class.....	N.A.		N.A.		N.A.		N.A.		N.A.		43,305	100.00	N.A.	
LeBaron.....	N.A.		N.A.		N.A.		N.A.		N.A.		78,970	100.00	N.A.	
New Yorker.....	N.A.		N.A.		N.A.		N.A.		N.A.		37,607	100.00	N.A.	
Dodge Total.....	15,786	4.91	N.A.		N.A.		8,468	2.60	N.A.		304,501	92.61	N.A.	
Omni.....	N.A.		N.A.		N.A.		N.A.		N.A.		34,009	100.00	N.A.	
Charger.....	N.A.		N.A.		N.A.		N.A.		N.A.		47,542	100.00	N.A.	
Aries.....	N.A.		N.A.		N.A.		N.A.		N.A.		136,440	100.00	N.A.	
600.....	N.A.		N.A.		N.A.		N.A.		N.A.		38,097	100.00	N.A.	
Diplomat.....	15,986	65.40	N.A.		N.A.		8,458	34.60	N.A.		N.A.		N.A.	
Dodge 400.....	N.A.		N.A.		N.A.		N.A.		N.A.		413	100.00	N.A.	
FORD MOTOR.....	361,440	27.98	N.A.		317,036	24.54	146,401	10.00	N.A.		489,342	37.48		
Ford Division.....	132,279	15.80	N.A.		210,760	24.00	127,608	15.00	N.A.		385,278	45.20	N.A.	
Escort.....	N.A.		N.A.		N.A.		N.A.		N.A.		244,700	100.00	N.A.	
EXP.....	N.A.		N.A.		N.A.		N.A.		N.A.		19,291	100.00	N.A.	
Mustang/Mustang II.....	36,625	30.30	N.A.		53,184	44.00	N.A.		N.A.		31,064	25.70	N.A.	
LTD.....	N.A.		N.A.		87,069	55.90	58,253	37.40	N.A.		10,436	6.70	N.A.	
Thunderbird.....	38,918	31.90	N.A.		70,515	57.80	N.A.		N.A.		12,566	100.00	N.A.	
Crown Victoria.....	56,736	100.00	N.A.		N.A.		N.A.		N.A.		N.A.		N.A.	
Fairmont.....	N.A.		N.A.		N.A.		69,355	85.80	N.A.		11,907	14.20	N.A.	
*Tempo.....	N.A.		N.A.		N.A.		N.A.		N.A.		55,314	100.00	N.A.	
L-M Division.....	229,161	50.58	N.A.		106,268	23.42	18,793	7.00	N.A.		104,064	22.00	N.A.	
Lynx.....	N.A.		N.A.		N.A.		N.A.		N.A.		75,108	100.00	N.A.	
Capri.....	6,319	26.40	N.A.		10,912	43.00	N.A.		N.A.		7,765	30.60	N.A.	
Marquis.....	N.A.		N.A.		45,669	67.80	18,793	27.90	N.A.		2,896	4.30	N.A.	
Cougar.....	26,056	34.40	N.A.		49,687	65.60	N.A.		N.A.		N.A.		N.A.	
Grand Marquis.....	95,718	100.00	N.A.		N.A.		N.A.		N.A.		N.A.		N.A.	
LM7.....	N.A.		N.A.		N.A.		N.A.		N.A.		699	100.00	N.A.	
*Topaz.....	N.A.		N.A.		N.A.		N.A.		N.A.		17,596	100.00	N.A.	
Continental.....	16,831	100.00	N.A.		N.A.		N.A.		N.A.		N.A.		N.A.	
Lincoln.....	53,381	100.00	N.A.		N.A.		N.A.		N.A.		N.A.		N.A.	
Mark VI.....	30,856	100.00	N.A.		N.A.		N.A.		N.A.		N.A.		N.A.	
GENERAL MOTORS.....	1,322,206	36.92	43,945	1.22	1,249,162	34.72	N.A.		26,113	0.72	950,402	26.42		
Buick Division.....	242,066	31.14	6,042	0.07	406,944	50.30	N.A.		4,853	0.06	143,690	18.43	N.A.	
Skylark.....	N.A.		N.A.		56,090	53.60	N.A.		N.A.		48,556	46.40	N.A.	
Skyhawk.....	N.A.		N.A.		N.A.		N.A.		N.A.		63,152	100.00	N.A.	
Century.....	N.A.		N.A.		91,722	71.70	N.A.		4,094	3.20	31,982	25.00	N.A.	
Regal.....	4,565	2.00	685	0.20	218,881	97.50	N.A.		759	0.30	N.A.		N.A.	
Buick.....	81,644	92.20	2,063	2.30	4,878	5.50	N.A.		N.A.		N.A.		N.A.	
LeSabre.....	110,834	76.10	2,541	1.70	32,258	27.20	N.A.		N.A.		N.A.		N.A.	
Riviera.....	45,003	89.60	753	1.50	3,115	6.20	N.A.		N.A.		N.A.		N.A.	
Cadillac Division.....	268,338	91.00	5,181	2.50	N.A.		N.A.		N.A.		19,294	6.50		
Cimarron.....	N.A.		N.A.		N.A.		N.A.		N.A.		19,294	100.00	N.A.	
Seville.....	21,791	97.90	639	2.10	N.A.		N.A.		N.A.		N.A.		N.A.	
Eldorado.....	66,211	98.20	1,205	1.80	N.A.		N.A.		N.A.		N.A.		N.A.	
Cadillac.....	172,336	98.10	3,337	1.90	N.A.		N.A.		N.A.		N.A.		N.A.	
Chevrolet Division.....	367,820	31.80	5,550	0.04	325,773	27.33	N.A.		2,330	0.02	486,405	40.81		
Chevette.....	N.A.		N.A.		N.A.		N.A.		N.A.		167,697	98.90	1,940	1.10
Cavalier.....	N.A.		N.A.		N.A.		N.A.		N.A.		218,588	100.00	N.A.	
Celebrity.....	N.A.		N.A.		65,884	62.20	N.A.		2,330	2.20	37,709	35.60	N.A.	
Camaro.....	90,123	58.40	N.A.		54,332	35.20	N.A.		N.A.		9,926	6.40	N.A.	
Citation.....	N.A.		N.A.		39,670	43.10	N.A.		N.A.		52,485	56.90	N.A.	
Malibu.....	32,160	27.40	N.A.		84,279	71.80	N.A.		N.A.		N.A.		N.A.	
Monte Carlo.....	44,974	46.70	N.A.		50,498	52.40	N.A.		N.A.		N.A.		N.A.	
Chevrolet.....	184,135	83.40	5,550	2.50	31,110	14.10	N.A.		N.A.		N.A.		N.A.	
*Corvette.....	11,428	100.00	N.A.		N.A.		N.A.		N.A.		N.A.		N.A.	
Oldsmobile Division.....	348,714	37.46	23,079	2.50	383,615	42.50	N.A.		17,083	1.80	144,304	15.74	N.A.	
Omega.....	N.A.		N.A.		22,121	41.00	N.A.		N.A.		31,816	59.00	N.A.	
Firenza.....	N.A.		N.A.		N.A.		N.A.		N.A.		40,757	100.00	N.A.	
Cutlass.....	N.A.		2,650	.90	267,542	98.40	N.A.		1,903	0.70	N.A.		N.A.	
Cutlass/Ciera.....	N.A.		N.A.		82,734	48.80	N.A.		15,180	8.90	71,736	42.30	N.A.	
Oldsmobile.....	311,562	91.40	18,243	5.40	10,951	3.20	N.A.		N.A.		N.A.		N.A.	
Toronado.....	37,152	93.80	2,186	5.50	267	.70	N.A.		N.A.		N.A.		N.A.	
Pontiac Division.....	95,268	23.71	4,093	1.05	132,830	34.30	N.A.		1,847	0.47	156,709	40.47	N.A.	
*6000.....	N.A.		N.A.		38,818	56.71	N.A.		1,847	2.37	28,010	40.92	N.A.	
2000.....	N.A.		N.A.		N.A.		N.A.		N.A.		78,329	100.00	N.A.	
1000.....	N.A.		N.A.		N.A.		N.A.		N.A.		25,858	99.54	119	0.46
Firebird.....	39,928	53.32	N.A.		27,333	36.50	N.A.		N.A.		N.A.		N.A.	
Phoenix.....	N.A.		N.A.		10,606	38.57	N.A.		N.A.		7,623	10.18	N.A.	
Grand Prix.....	16,448	40.95	129	0.32	23,589	58.73	N.A.		N.A.		16,889	61.43	N.A.	
Bonneville.....	22,223	40.84	3,863	7.10	31,801	58.45	N.A.		N.A.		N.A.		N.A.	
*Parisienne.....	16,669	95.55	101	0.58	683	3.92	N.A.		N.A.		N.A.		N.A.	
VOLKSWAGEN.....	N.A.		N.A.		N.A.		N.A.		N.A.		59,344	81.90	13,293	18.10
Total Cars, U. S.	1,810,117	30.27	43,945	0.73	1,566,198	26.19	161,078	2.69	26,113	0.43	2,374,904	39.44	15,352	0.25

Note: *Tempo/Topaz, despite being '84 models, are included for the period they were built during the '83 run. The same is true for Corvette. Some models built principally or solely in Canada are included to give an accurate picture of industry rates.

Two-thirds of managers are unqualified, study finds

PRINCETON, N. J. — More than two-thirds of managers are either unqualified or holding positions not matched to their abilities, according to a study by the Personnel Survey and Research Group (PSRG).

Only 32 percent of managers in industry today are both qualified for their positions and in the right jobs, the study said.

The study was based on research conducted by PSRG from 1970 to the end of 1983. David G. Mayer, chairman of the group, said the study included 106 companies and 1,550 managers. Nearly 40 percent were auto dealers and after-

market companies.

Mayer claimed that the employment of unqualified managers and the mismatching of able managers can lead to a

Aston Martin names Philpenn Distributors

GREENWICH, Conn. — Aston Martin has appointed Philpenn Distributors, Bryn Mawr, Pa., as an Aston Martin dealer.

Christian Hueber, managing director of Philpenn, said his company will be representing Aston Martin in the Mid-Atlantic region.

drain on productivity within the organizations.

According to the study, 35 percent of managers have the ability but are misemployed.

The report cited an example of those in sales and marketing positions who have little skill in sales and marketing, but who have other specialized or technical abilities. It went on to say that 33 percent of managers should not be managers at all.

They were moved along and moved upward because of seniority, dead weight, favoritism, sloth and a dozen other so-called reasons, but not because they had the real abilities to do the actual job.

It cited specifically sales and marketing persons who were rewarded because of their success as salespersons though they did not have management abilities.



New with Olds

Robert B. Bernard Jr. signs on as Oldsmobile dealer in Lafayette, La. With him is Donald F. Albers, Oldsmobile's Houston zone manager.

Ford Aerospace wins Space Station job

DETROIT.—Ford Aerospace & Communications Corp. has been selected by the Lyndon B. Johnson Space Center of National Aeronautics & Space Administration for a one-year, \$82,065 study of a steered multiple beam antenna (MBA) system for NASA's anticipated 1990's Space Station.

The Space Station will have multiple uses, such as control base for scientific experiments, manufacturing in space and repair and maintenance of other satellites. This requires that communication and tracking links be established between the Space Station and the various platforms and vehicles located about it at both far and short ranges.

Increase through '88 expected to be moderate

Gains seen for synthetic rubber

HOUSTON. — The International Institute of Synthetic Rubber Producers, Inc. (IISRP), has released preliminary estimates on 1983 rubber consumption and an update of its long-range forecast for the U.S. and Canada.

M. J. Rhoad, managing director, announced the estimates as compiled by the Institute's North American Section Statistical Committee.

It appears that rubber consumption in North America in 1983 recovered significantly from 1982's level but still is lower than the level achieved in 1968.

Projections of rubber demand through 1988 show a compound annual growth rate of 2.3 percent, which is slightly below the generally accepted GNP pro-

jections of 3 to 4 percent annually.

Because of the development of longer wearing and smaller tires, the proportion of total rubber used in tires is projected to decline from 61.9 percent in 1983 to 61.4 percent in 1988. During this same time span, however, synthetic rubber is expected to increase from 72.3 percent to 72.7 percent of the total.

A large portion of this strength is expected to be in ethylene-propylene rubber in non-tire applications.

• The "other" category shows a large increase, compared with last year's projections. This is due basically to the fact that, beginning in 1983, improved statistics were developed on

consumption estimates and as a consequence 1982 figures were found to be low.

For the first time, the committee has projected the consumption of carboxylated SBR latex for North America. The figures show a 2.2 percent annual growth rate.

Rhoad said the Institute forecast is compiled by averaging the results submitted by all participating companies. In the case of total rubber projections for five years forward (1988), the standard deviation was 4 percent of the average.

Companies participating in this study were American Synthetic Rubber Corp., Copolymer Rubber & Chemical Corp., Denka Chemical Corp., Firestone Synthetic Rubber & Latex Co.,

NAS STATISTICAL COMMITTEE SYNTHETIC RUBBER FORECAST North American New Rubber Consumption

(All Figures in M Metric Tons)

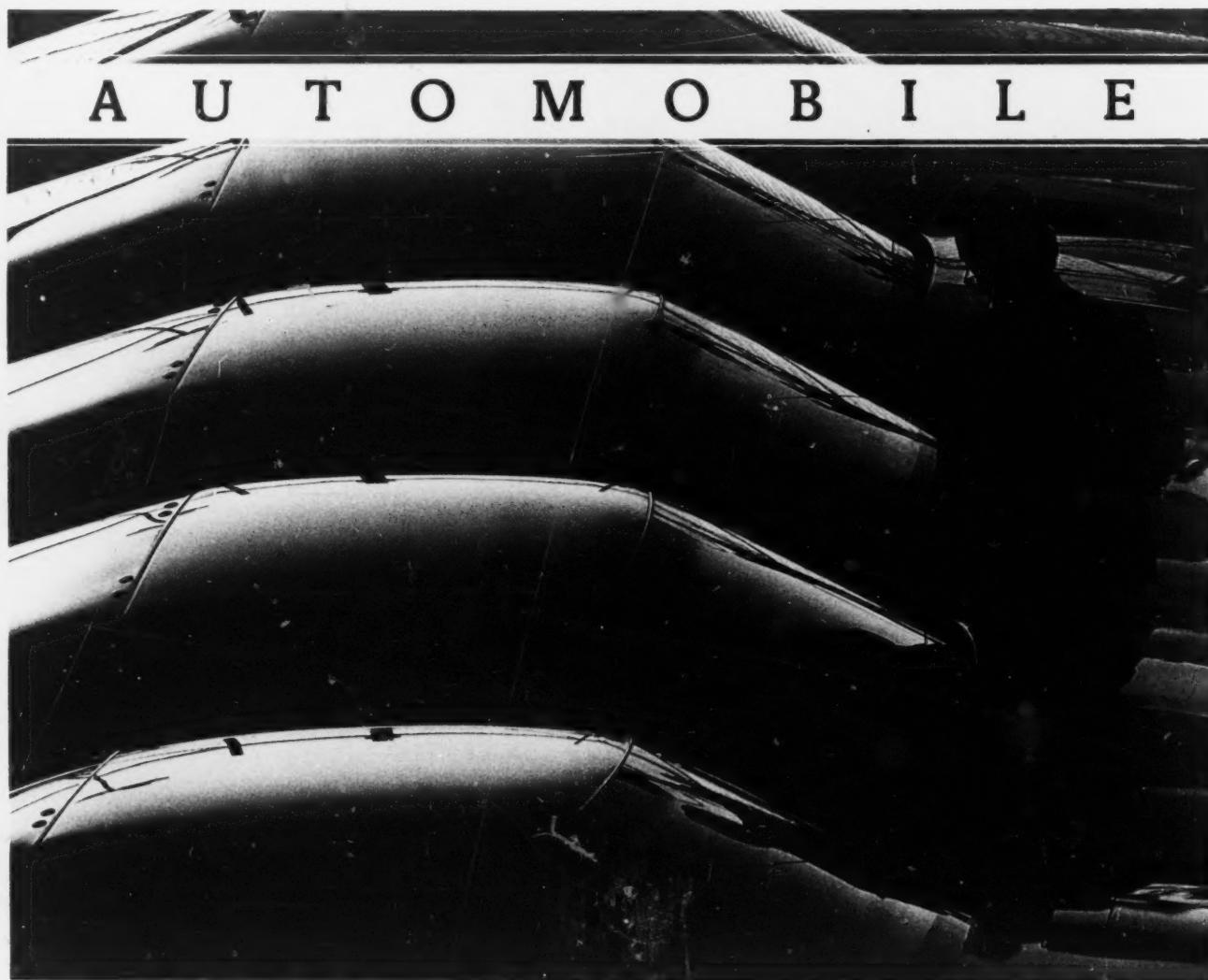
	1982 Actual	1983	1984	1985	1986	1987	1988
Styrene Butadiene-Dry	864	902	939	956	969	973	997
Styrene Butadiene-Latex	87	99	104	107	108	109	114
Polybutadiene	343	364	380	390	401	410	415
Ethylene-Propylene	117	139	151	160	169	173	180
Polychloroprene	76	86	92	94	96	98	98
Nitrile-Solid	48	51	56	58	60	61	63
Nitrile-Latex	6	7	7	7	8	8	8
Other Synthetic*	347	314	318	321	329	327	340
Total Synthetic	1,888	1,962	2,047	2,099	2,140	2,159	2,215
Natural Rubber	734	752	778	792	809	814	832
Total New Rubber	2,622	2,714	2,825	2,885	2,949	2,973	3,047
Tire Rubber	1,563	1,680	1,748	1,780	1,814	1,826	1,871
Non Tire Rubber	1,059	1,034	1,076	1,105	1,135	1,147	1,176
Percent Synthetic	72.0	72.3	72.5	72.5	72.6	72.6	72.7
Carboxylated SBR Latex	245	287	299	306	306	312	320

*Includes Butyl Rubber and Polyisoprene

General Tire & Rubber Co., Phillips Chemical Co., Polysar Ltd., Goodyear Tire & Rubber Co. and Uniroyal, Inc.

The membership consists of

45 companies from 19 countries and represents more than 90 percent of the world's synthetic rubber production capacity, excluding countries with centrally planned economy.



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One is the kind you have: most likely a patchwork of two, three or even more policies designed for businesses in general. You're paying for coverage you don't need. And you can't add coverage you want without attaching even more policies.

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Ad agency named for Pennsylvania emissions testing

WEST CHESTER, Pa. — Precise Communications, a locally based advertising agency headed by Elaine Freeman, has been awarded a \$31,620 state contract to design a public relations campaign to explain the controversial auto-emissions testing program to the state's 3.1 million motorists.

Joyce Tomana, spokeswoman for the Pennsylvania Department of Transportation (PennDOT), said Precise Communications was one of five agencies that submitted proposals.

In its proposal submitted to the state, Precise Communications said its campaign would "dispel public misconceptions and negative attitudes and stimulate enthusiastic compliance" with the new testing program. The slogan coined by the agency to highlight the campaign is: "We'll all breathe easier."

Tomana acknowledged that the \$31,620 earmarked for the contract would cover costs only for the design of the campaign. She said additional costs would be incurred for production and distribution of campaign materials.

The testing program is scheduled to begin June 1.



Half a century

Colquitt G. Russell, right, Kingsland, Ga., celebrates his 50th anniversary as a Chevrolet dealer. Presenting him with a plaque is R. J. Bresnahan, Jacksonville (Fla.) zone manager.

With in-house computer system

Central Motors improves operations

NORWOOD, Mass. — Given today's roller coaster economy, more and more auto dealers are making a similar and important

investment: The purchase of an inhouse computer system.

One that has made this move is Central Motors here, one of

the largest Chrysler-Plymouth dealerships in retail sales in New England.

Charles Colter, dealership general manager, explained his firm's decision to automate: "We had a computer system installed two years ago, but it really wasn't designed to do the things we wanted it to do. So, we had it removed."

"Since that time, we've pretty much known what we were looking for in a computer system. And we recently found it," he said. "After looking at the offerings of three companies, our computer experience told us that the ATS System was best suited for us."

The ATS System Colter referred to is a Key 300 Computer from Auto Tell Services, Inc., Villanova, Pa. A turnkey system, it is designed to cover each of the computer services required by a dealer.

One of the key features of the system is said to be its "real-time" ability to update all related files simultaneously and instantly as new data is entered.

"Each of our employees accepted the computer installation with a great deal of enthusiasm," Colter said. "They looked forward to it because they knew it would help us become more productive."

• Frank Orlowski, dealership controller, said, "The computer has greatly enhanced our cash flow. With the manual system we had to close our accounts receivable somewhere between the 10th and 15th of the month in order to prepare statements for mailing by the end of the month."

"Now, we don't cut off until the 25th of the month and are able to include all charges through that day in the statements mailed the following day," he said.

The switch to a computerized system was hardly a snap decision at Central Motors. The agency has been a solid fixture in Norwood for 37 years. Its facility, comprising 24,000 square feet, includes 18 service bays, 25 body shop bays and a new-car showroom to accommodate five cars.

Asked for reasons behind his firm's success, Colter said, "While skills and effort are important, of course, it is the attitude of our people that is the most important ingredient to success. To me, proper attitude is caring, interest, empathy, desire for earnings and friendliness."

The approach to selling at Central Motors is worth noting. Fifteen of the 56 employees are directly involved in sales — Colter, two sales managers and 12 sales people.

Colter believes in hiring sales managers who have no management experience. Most often, they have less than two years of automotive selling behind them.

"I do my own training. Marketing automobiles is a one-on-one people business," he said. "Too often, we forget that proper people in proper jobs spell success. And, of course, it remains a challenge because changes do occur among the people involved."

Central Motors is a Pacemaker Dealer. That means, Colter said, the firm must sell more than 1,200 new cars a year to qualify. Currently, the dealership is selling at the 1,400 rate.



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GENE ZEYN-GENERAL MANAGER TOWNE TOYOTA

— Ledgewood, New Jersey "I don't know who is happier, management, or the sales force! We are both making 30% more than last year! Any dealer not using it is leaving money on the table."



HENRY BUESCHER-PRESIDENT REDBIRD DATSUN

— Duncanville, Texas "The DuraGuard Package Program turned afterthought into aftersales, one close does the trick! DuraGuard has added over 20% to our bottom line."

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IMPORT SALES BY NAMEPLATE

NOVEMBER, 1983 VS. NOVEMBER, 1982

	November, 1983	November, 1982	11 mos., 1983	11 mos., 1982
Alfa Romeo	166	184	2,817	1,953
Audi	4,806	3,791	42,443	41,877
4000	1,158	951	10,983	12,169
4000d	16	286	948	2,803
4000 Quattro	221		221	
5000/S	3,157	1,433	19,935	15,226
5000d/t	9	350	5,183	3,854
5000 turbo gas	31	302	1,919	3,771
Coupe	211	433	3,010	3,831
Quattro	3	36	240	223
Tourist			4	
BMW	5,314	4,364	53,017	46,178
318/320	3,124	3,178	30,880	32,603
528	828	745	13,129	9,090
533	474		1,521	
633	226	96	2,289	1,268
733	662	345	5,198	3,217
Chrysler/Mitsubishi	9,018	5,468	95,452	95,153
Colt	6,485	3,733	67,780	70,221
Conquest/Sapporo/Chal'ger	1,060	1,735	24,775	24,932
Vista	1,473		2,897	
DeLorean			355	2,830
Fiat	810	404	6,073	13,540
Strada	110	92		4,364
Brava	38	34		2,392
X-1/9	275	49		2,247
Spider 2000	387	229		4,537
Honda	27,412	29,618	325,219	337,779
Civic	6,004	11,541	120,828	122,692
Civic CRX	3,928		7,408	
Accord	13,993	15,458	160,623	178,775
Prelude	3,487	2,619	36,360	36,312
Isuzu	1,811	1,698	19,075	14,103
I-Mark	716	1,698	11,246	14,103
Impulse	1,095		7,829	
Jaguar	1,656	1,384	14,026	9,130
XJ6	1,352	1,182	11,661	
XJS	304	202	2,365	
Lancia	68	75	631	1,050
Mazda	12,961	14,712	160,649	150,353
GLC	3,392	5,587	48,284	50,328
626	6,491	4,749	63,779	53,902
RX-7	3,078	4,376	48,586	45,635
Mercedes-Benz	6,678	5,444	65,827	58,564
190D	539		610	
190E	986		1,620	
240D	48	895	9,699	12,157
300D	1,589	1,715	17,455	15,038
300CD	164	120	1,827	1,543
300TD	208	215	2,470	2,585
300SD	1,476	1,281	17,042	14,929
280E/CE				26
380SE	348		447	
500/380SEL	338	361	4,450	3,161
380SL/SLC	770	719	8,449	7,510
500/380SEC	212	136	1,756	1,587
Mitsubishi	3,323	1,515	29,708	2,690
Starion	697	441	5,650	802
Cordia	1,329	584	11,524	1,017
Tredia	1,297	490	12,534	871

Continued on Page 186, Col. 4

Dana joins sponsorship of racing-driver's group

ORLANDO, Fla. — Dana Corp., Toledo, has become an associate sponsor for the Championship Drivers Assn. (CDA), which is made up largely of drivers participating in the Championship Auto Racing Team (CART) Indy-car events.

Tom Fairhurst, Dana group vice president, said the company plans a full range of race-oriented activities.

"Our participation in the Championship Drivers Assn. is

one step in our total commitment to Indy-car racing," Fairhurst said.

During the 1983 race season, Dana sponsored the 500 Mile Pit Crew Awards with cash prizes, trophies and national recognition for the mechanics and pit crew members of the winning cars in the Indy 500, the MIS 500 and the Pocono 500, Indy-car racing's Triple Crown.

"There is a direct connection between the race mechanic and our customer, the professional car mechanic," Fairhurst said in explanation of the emphasis on mechanics in the company's race program.

Fairhurst also revealed plans for the company's sponsorship of a Dana Motorsports Club for professional car mechanics. The club will operate through the auto parts jobbers who carry Dana's brand names, Perfect Circle, Victor, Spicer, Wix and Weatherhead.

The company also is the sponsor of the Dana-Rex Mays Classic in Milwaukee and of the Victory Trophy for the MIS 500 Race at Michigan International Speedway.

The MIS Trophy also carries with it a check for \$100 per month for life to the winning driver. Starting in 1984, Dana will sponsor the Jimmy Bryan 150 at Phoenix.



Morton is silver

Fred Morton, right, Morton Chevrolet, Frostburg, Md., receives Chevrolet's 25-year-dealer award plaque from Pittsburgh zone manager L. P. Schinzing.

In auto repair industry

Remanufactured parts find a niche

By John W. Riley
Staff Correspondent

FRAMINGHAM, Mass. — Remanufactured auto parts may engender a bit of suspicion in car owners, but not in the minds of repair shop and dealership owners who often have found them more durable, less expensive and of proven quality when

compared with new parts out of a car makers' warehouse.

One of the titans of this recycling industry is Harry A. Holzwasser, president, Arrow Automotive Industries, which has been in business since Holzwasser's father started the firm in 1929 by rebuilding armatures for electric motors.

Today Holzwasser not only has his major factories here but also a nationwide network of used part suppliers. He also has factories in South Carolina, Arkansas and California, and agencies that supply him



Harry A. Holzwasser

with parts in Japan, Taiwan and Korea.

Holzwasser said his business is thriving because times have changed. People aren't buying so much chrome and glitter. People buy cars today for transportation."

Thus, in 1982, according to Holzwasser, Arrow cleared \$2.19 million on \$80.4 million worth of remanufactured parts that went to some 3,500 automotive warehouses, distributors and jobbers.

• Still, that is only a small part of the total auto aftermarket business, estimated at \$3 billion annually. The business overall involves everything from spark plugs to complex components to tires, according to Holzwasser.

Holzwasser said the auto industry is not paying much attention to the consumer when it makes cars of plastic parts that cannot be remanufactured, uses welds instead of rivets and screws in key places.

He noted that people are keeping their cars longer, from three to 10 years. Some parts give out in these periods and owners or repairmen turn to the remanufacturers for replacement parts.

Arrow plants turn out about 50,000 components a week. Old parts are broken down at these plants, repaired, re-assembled and tested to determine that they meet the specifications of the originals.

The cost advantages are obvious, Holzwasser said. A new master brake cylinder may cost \$86.50, and a remanufactured one \$36.75. New starters can run \$193.85, while a remanufactured one will cost \$87.80.

Comparable figures for wiper motors are \$87.50 (\$68.10), water pump \$62.14 (\$35.15), disk brake calipers \$128.50 (\$40.95), clutch \$171.55 (\$99.45) and alternator \$194.15 (\$85.25), Holzwasser said.

• Holzwasser has a vision that an old car could be put through a complete reconditioning using remanufactured parts and come out the back of a shop as workable as when new.

He said the logistics would be complicated, and the cost between \$2,000 and \$5,000, limited to a few standard makes. But he insisted it would be justified when the consumer compares this to the price of a new car.

Right now, this is just a dream for Holzwasser because the cost of setting up a plant to perform this complete reconditioning would interfere with his present needs to expand to meet just the current needs for remanufactured parts.

Bendix names Tachuk

SOUTHFIELD, Mich. — Ronald Tachuk has been promoted to director of Latin American marketing and sales for Bendix Automotive. He formerly was an automotive business and marketing planner.

IMPORT SALES BY NAMEPLATE

Continued from Page 166

NOVEMBER, 1983 VS. NOVEMBER, 1982

	November, 1983	November, 1982	11 mos., 1983	11 mos., 1982
Nissan	38,164	41,362	484,478	430,467
210		230	361	61,145
Sentra	14,737	16,872	194,072	114,552
310		1,558	1,928	42,547
Pulsar	4,577	4,313	56,193	4,493
Stanza	4,629	4,893	59,866	54,555
Maxima	7,607	5,847	70,308	48,655
200SX	516	2,663	30,988	45,677
300ZX/280ZX	5,231	3,323	65,461	52,901
Hawaii	867	1,663	5,301	5,549
Other				393
Peugeot	1,584	1,065	13,716	13,106
Porsche	1,938	1,270	20,022	12,246
924		5		1,678
924 Turbo		9		641
944	1,218	748	12,479	4,110
911SC	516	387	5,149	4,036
928	204	121	2,394	1,781
Renault	2,618	3,397	31,344	35,509
LeCar	162	2,621	11,021	19,164
181	434	145	5,989	7,378
Fuego	2,022	631	14,334	8,967
Saab	2,314	1,902	24,064	18,443
900	694	418	6,472	4,112
900S	588	424	5,979	3,751
Turbo	979	1,050	10,999	8,911
Tourist	53	10	614	264
Subaru	12,073	13,512	144,985	138,741
Toyota	43,440	42,792	504,740	484,099
Starlet	309	1,339	6,386	18,188
Corolla	12,214	12,744	128,970	162,103
Terrel	9,730	13,247	137,777	121,920
Celica	7,000	8,186	110,230	106,134
Supra	2,161	2,784	24,320	31,261
Camry	5,043		46,087	
Corona		8	12	3,105
Cressida	2,900	3,247	36,255	33,730
Land Cruiser	308	280	4,253	2,776
Van	2,785		4,829	
Hawaii	990	957	5,621	4,881
Other				1
Volkswagen	7,650	6,390	69,156	61,106
Rabbit Convertible	765	799	8,922	8,196
Jetta	2,886	1,866	18,805	18,596
Vanagon	1,539	1,132	13,354	11,778
Quantum	1,257	1,197	15,246	10,067
Dasher		13		648
Scirocco	1,203	1,383	12,829	11,814
Volvo	7,251	4,661	83,720	68,950
DL	3,756	2,393	42,053	37,882
GL	1,699	940	15,283	10,884
GLT/Turbo	983	739	12,539	9,788
GLE	1	154	212	2,545
DL Diesel				516
GL Diesel	294	411	4,390	6,469
Coupe	1	0	13	78
760 (gas)	323		6,098	
760 TurboDiesel	142		1,999	
Tourist	52	51	1,133	788
TOTAL	191,055	185,008	2,191,517	2,037,867

Arizona firm sees big year for its Michael bearing

By Sheldon Engel
Staff Correspondent

MESA, Ariz.—A small manufacturing company here believes that 1984 will be "the year."

The company is Michael Mfg., Inc., holder of a patent for a product that is getting some recognition.

K. C. Cluff, director of marketing for the company, has, it seems, been plugged into a telephone for the three-year history of the company, telling everyone about the patented device that reportedly solves the problem of oil leaks at the rear main bearing seal for engines that build up oil pressure.

The new modified rear main bearing was developed by Ron Michael, a veteran Chevrolet mechanic here. It's a Clevite bearing modified by Michael Mfg. It has been installed in more than 8,000 vehicles with 100 percent success, according to Michael.

The Michael bearing has been utilized as standard replacement by Simpson Buick, Downey, Calif., and by Tamaroff Buick, Inc., Southfield, Mich. Their enthusiasm has led them to act as distributors for their areas.

A shop foreman at a Chattanooga Chevrolet dealership said, "We have had 100 percent success with this bearing in

stopping rear main leaks. We had one 1977 Monte Carlo with a 350 engine that had been in our shop seven times for a rear main bearing leak.

"We installed new seals and new pan gaskets each time and never stopped the leak," he said. "We installed a new modified rear main bearing and the leak was stopped completely."

The new modified rear main bearing, according to Michael, has additional oil grooves milled into the lower half of the bearing as well as on the thrust flanges which direct all the excess oil forward away from the seal, thereby eliminating the pressure on the rear main seal.

In addition to eliminating rear main oil leaks, the new design also lubricates the bearing more efficiently and prevents scoring on the bearing, he said.

Perhaps the strongest testimonial for Michael's development occurred in the area of marine engines.

Now it has appeared in Chrysler Corp.'s Direct-Connection Performance Parts Catalog for 1984 and is being field-tested by a large fleet company.

Cluff said the new modified rear main bearing has been utilized in such countries as Italy, Switzerland, England, Japan and Malaysia.

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After suffering several years in soft economy

Chemical industry lists gains in '83

The chemical industry, pulled down by several years of a sagging national economy, posted healthy business gains during a much-improved 1983, according to the Chemical Manufacturers Assn.

CMA, in its annual economic survey, says industry sales rose 9.6 percent during 1983 over the year before, to \$189 billion. The sales gain, CMA notes, was the result of an increase in the volume of products sold—and not the upward movement of prices.

Myron Foveaux, CMA assistant director of government relations for international trade and economics, says chemical industry executives expect surging business conditions to continue this year; "1984 looks like a boom year," Foveaux says. "Industry executives responding to our survey clearly expect the nation's economy to stay up and inflation to stay down."

Sales during 1984, he says, are expected to rise 13 percent above those posted last year.

Even better news for the industry than the increase in sales, Foveaux says, was the 15.5 per-

cent rise in net income after taxes during 1983—or more than double the average annual net income growth rate of 7.6 percent over the last decade.

Industry executives expect net income this year will jump 24 percent over 1983. "Much of this will come from loading up unused capacity, resulting in lower unit cost," Foveaux says. Capacity utilization should be around 78 percent in 1984.

During 1983, Foveaux says, the average operating rate improved to 73 percent from the 69 percent of 1982. "Improvements in shipments, net income and operating rates are at least partially due to inventory build-up," he notes, "and should be considered with some caution in forecasting 1984 performance."

One of the most encouraging developments for the industry during 1983, Foveaux says, was the 10.8 percent increase in research and development spending. "This shows continuing faith that new products must be developed and that it will take large research and development spending to get them."

Capital expenditures are expected to be increased 10 percent during 1984. Foveaux says only 26 percent of this increase is expected to go for new facilities: "This clearly puts the emphasis on modernization and renovation, rather than new capacity installation."

One development that dimmed an otherwise bright year was continuing deterioration of the industry's international trade performance. Exports were \$19.8 billion during 1983—or nearly equal to those of 1982. Imports rose almost 9 percent to a projected \$10.3 billion. Consequently, the industry's trade balance slipped 9.4 percent, the third decline in as many years.

"Export performance has suffered not only from the high dollar value," Foveaux points out, "but also from poor economies abroad and new competition in export markets. Imports have been encouraged by the cheap currencies and low prices of other countries, but also in the latter part of the year by the booming domestic economy."

Although the picture for the next year or so is bright Foveaux says, "industry executives are well aware of competitive problems that lie ahead." For example, he notes that many companies are deemphasizing organic commodity chemicals in favor of specialty and performance chemical products.

The significance of this shift, he says, is a fundamental one: "The traditional petrochemical producers have heavy overcapacities even after shutting down a number of plants. At the same time, gas-rich countries such as Saudi Arabia, Kuwait, Mexico, Canada and eventually Indonesia, are building plants that will increase world-wide overcapacity."

The economics of production favor the gas-rich countries, he says. And although production from these countries "will not swamp the U.S. market," Foveaux predicts, "it will tend to capture export markets and eventually show up in the U.S."



Subaru's top service dealer

Lynch Subaru, Santa Monica, Calif., receives the Key Service Dealer of the Year Award from Subaru of America. The award is given annually to the one Subaru dealer nationally who achieves overall excellence in the various service department requirements of the program. From left, are Nick Greene, district service manager, Subaru of Southern California; Brian Denn, service manager and Claes Merald, general manager, Lynch Subaru; Larry Goodwin, key dealer administrator, Subaru of America; and Jim Jamison, service manager, Subaru of Southern California.

Turbocharging kit for Fiero offered by California firm

SAN JOSE, CALIF. — Pfaff Turbo has introduced an after-market turbocharging kit for the mid-engine Pontiac Fiero, a system that the maker claims will offer a 36-percent boost in horsepower.

When installed, the Pfaff system increases the maximum output of the Fiero's 2.5-liter four-cylinder engine from 92 to 145 horsepower, according to Ron Ford, vice president of marketing for Pfaff.

Ford said Pfaff-equipped Fieros are capable of 0-60 MPH times of nine seconds or less, compared with 11.6 seconds for a stock Fiero.

The kit will retail for \$1,774 and can be installed by a qualified mechanic within four hours. The drivetrain is warranted for

24,000 miles or 24 months, a guarantee that is underwritten by Fred Simpson & Associates, Palm Desert, Calif.

Ford said all of Pontiac's 3,000 dealers have been recruited to sell the Pfaff system. Pfaff has the capacity to make a turbo system for each Fiero sold, but Ford estimated the market size at 5 percent of all first-year Fiero sales (roughly 4,500 of 90,000 sales).

The Pfaff turbo system includes IHI turbocharger with built-in wastegate (maximum boost of seven pounds), turbo boost gauge, cast-iron exhaust manifold, cast-aluminum intake plenum chamber, electronic control, chrome-plated intake tubing and automatic fuel enrichment (under boost).

Popularity of U.S.-built cars increases with executives

PEABODY, Mass. — The resurgence in the appeal of American-made autos is reflected in a recent survey of 15,500 small- and medium-sized U.S. companies conducted by Growth Resources, Inc. (GRI), a consultant firm on executive compensation.

In a nationwide study, GRI found that the proportion of American-made automobiles increased, from 1982 to 1983, from 70 to 75 percent of all company cars. The big losers were the European models, which declined from 20 to 25 percent.

The average price of the American models was \$12,097, about half the \$24,939 price of the average European model. The price of the European models ranged as high as \$60,000.

Richard J. Bronstein, president of GRI, said, "There appears to be renewed acceptance for both the quality and style of American-made luxury vehicles."

"Although the Mercedes, BMWs, Jaguars and Porsches are still popular, the Lincolns, Cadillacs and Chrysler luxury models have become much more acceptable with company officers."

The average company car purchased by the executives surveyed costs \$14,500, down \$500 from the 1982 average of \$15,000. Over 88 percent of the smaller company chief executive officers surveyed drove company-owned and operated cars.

The automotive data was part of GRI's annual Officer Compensation Report developed through a national survey of 15,500 small- and medium-sized companies.

It reports the compensation of over 2,000 chief executives and officers in 565 manufacturing, technology and service companies.



Griffin signs

Donald D. Griffin, seated, is congratulated by A. P. (Tony) Filice, Oldsmobile's Portland zone manager, on being named the new dealer of Dewey Griffin Olds-Cadillac-GMC, Inc., Bellingham, Wash.

CHEMICALS AND ALLIED PRODUCTS 1973-1983

	1973	1974	1975	1976	1977	1978	1979	1980	1981	1982	1983 (P)	1983 over 1982	5 Year growth rate*	10 Year growth rate*
1. Total Shipments (billion \$)	65.0	83.7	89.2	104.1	118.2	129.4	147.7	162.5	180.5	172.8	189.4	9.61	7.92	11.29
2. Production Index (1967=100)	154.5	159.4	147.2	169.3	180.7	197.4	210.5	207.1	215.6	196.1	215.6	9.94	1.78	3.39
3. Corporation Sales (billion \$)	83.6	84.9	88.2	101.6	112.4	126.0	142.8	157.7	188.8	186.4	199	6.76	9.57	9.06
4. Net Income (after taxes, billion \$)	5.7	7.2	6.7	7.6	8.1	9.1	10.8	11.2	13.0	10.3	11.9	15.53	5.51	7.64
5. Net Income to Sales (%)	6.8	8.4	7.6	7.5	7.2	7.2	7.6	7.1	6.9	5.5	6.0			
6. Assets (average) (billion \$)	68.0	67.8	78.2	88.5	97.2	109.3	125.5	137.0	165.9	181.1	184.4	1.82	11.03	10.49
7. Net Income to Assets (%)	8.3	10.6	8.6	8.6	8.3	8.4	8.6	8.2	7.8	5.7	6.5			
8. Capital Expenditures New Plant & Equipment (billion \$)	4.20	6.40	7.63	8.10	8.12	8.42	10.69	12.60	13.60	13.82	13.76	-43	10.32	12.60
9. Operating Rate (%)	88	85	74	80	78	80	83	79	75	69	73			
10. Producer Price Index (1967=100)	110.0	146.8	181.3	187.2	192.8	198.8	222.3	260.3	287.8	292.3	293.1	.27	8.07	10.30
11. Total Employment (thousands)	1,033	1,057	1,013	1,034	1,074	1,096	1,109	1,107	1,109	1,079	1,058	-1.95	-0.70	0.24
12. Average Weekly Wage Production Workers (\$)	188	202	220	245	268	294	318	344	379	407	435	6.88	8.15	8.75
13. Funds for Research and Development (billion \$)	1.86	2.16	2.41	2.75	2.91	3.25	3.62	4.28	5.06 (R)	5.99 (R)	6.65 ^d	10.83	15.40	13.59
14. Exports (billion \$) ^b	5.75	8.82	8.70	9.96	10.81	12.62	17.31	20.74	21.19	19.89	19.82	-35	9.45	13.17
15. Imports (billion \$) ^c	2.47	4.02	3.70	4.77	4.97	6.43	7.49	8.58	9.32	9.49	10.33	8.85	9.95	15.38
16. Trade Balance (billion \$)	3.28	4.80	5.00	5.19	5.84	6.19	9.82	12.16	11.87	10.47	9.49	-9.36	8.92	11.21

Sources: 1, 14-16, U.S. Department of Commerce, Bureau of the Census; 2, Federal Reserve Board; 3-7, Federal Trade Commission; 8-9, U.S. Department of Commerce, Bureau of Economic Analysis; 10-12, U.S. Department of Labor, Bureau of Labor Statistics; 13, National Science Foundation (Industry generated funds only—excludes government sponsored).

FOOTNOTES: (P)—Preliminary data. (R)—Revised from previous data. b—F.A.S. Value. c—Imports for Consumption—Custom Value. d—NSF Projection. *—Compounded annually.

factories list auction dates

American Motors

Feb. 7—Aptco Auto Auction, Taylor, Mich.

Feb. 8—Columbus Fair Auto Auction, Obetz, O.; Metro Milwaukee Auto Auction, Caledonia, Wis., and Central States Auto Auction, Mason City, Ia.

Feb. 9—Northstar Auto Auction, Shakopee, Minn.; Evansville Auto Auction, Evansville, Ind., and Todd Auto Auction, Telford, Pa.

Feb. 14—D-A Auto Auction, New Stanton, Pa., and High Point Auto Auction, High Point, N. C.

Feb. 15—Columbus Fair Auto Auction, Obetz, O.; Kansas City Auto Auction, Kansas City, Mo., and Southern Auto Auction, Warehouse Point, Conn.

Feb. 16—Northstar Auto Auction, Shakopee, Minn., and Evansville Auto Auction, Evansville, Ind.

Feb. 17—Floyd Hauhe Auto Auction, Bridgeton, Mo., and Concord Auto Auction, Acton, Mass.

Feb. 21—Aptco Auto Auction, Taylor, Mich.

Feb. 22—Columbus Fair Auto Auction, Obetz, O.; Metro Milwaukee Auto Auction, Caledonia, Wis., and Central States Auto Auction, Mason City, Ia.

Feb. 23—Northstar Auto Auction, Shakopee, Minn.; Evans-

ville Auto Auction, Evansville, Ind., and Todd Auto Auction, Telford, Pa.

Feb. 24—Concord Auto Auction, Acton, Mass.

Feb. 28—D-A Auto Auction, New Stanton, Pa., and High Point Auto Auction, High Point, N. C.

Feb. 29—Columbus Fair Auto Auction, Obetz, O.; Kansas City Auto Auction, Kansas City, Mo., and Southern Auto Auction, Warehouse Point, Conn.

Ford Motor Co.

Feb. 8—Columbus Fair Auto Auction, Obetz, O.; Lakeland Auto Auction, Lakeland, Fla., and Central States Auto Auction, Mason City, Ia.

Feb. 14—Arena Auto Auction, Chicago, Ill., and Dallas Auto Auction, Dallas, Tex.

Feb. 15—Brasher's Southern California Auto Auction, Fontana, Calif., and Northway Exchange, Clifton Park, N. Y.

Feb. 21—Harrisonburg Auto Auction, Harrisonburg, Va.

Feb. 22—Concord Auto Auction, Acton, Mass.

Feb. 23—Nashville Auto Auction, Nashville, Tenn., and 166 Auto Auction, Springfield, Mo.

Feb. 28—Aptco Auto Auction, Taylor, Mich.

Feb. 29—Golden Gate Auto Auction, Fremont, Calif., and Minneapolis Northstar Auto Auction, Shakopee, Minn.

March 1—Skyline Auto Exchange, Fairfield, N. J.

Chrysler Corp.

Feb. 7—Hatfield Auto Auction, Hatfield, Pa.; High Point Auto Auction, High Point, N.C., and Aptco Auto Auction, Taylor, Mich.

Feb. 8—Concord Auto Auction, Acton, Mass.

Feb. 9—Clanton's Auto Auc-

tion, Darlington, S. C., and Evansville Auto Auction, Evansville, Ind.

General Motors

Feb. 8—Hatfield Auto Auction, Hatfield, Pa.

Feb. 9—Dallas Auto Auction, Dallas, Tex., and Aptco Auto Auction, Taylor, Mich.

Feb. 14—Southern Auto Auction, East Windsor, Conn.

Feb. 15—Northstar Auto Auction, Shakopee, Minn., and Golden Gate Auto Auction, Fremont, Calif.

Feb. 16—Nashville Auto Auction, Nashville, Tenn.

Feb. 22—Metro Auto Auction, Kansas City, Mo., and Clanton's Auto Auction, Darlington, S. C.

Feb. 23—Indianapolis Auto Auction, Indianapolis, Ind.

Feb. 29—Arena Auto Auction, Chicago, Ill., and Atlanta Auto Auction, Red Oak, Ga.

March 1—Butler Auto Auction, Gibsonia, Pa., and 166 Auto

Auction, Springfield, Mo.

March 5—Florida Auto Auction of Orlando, Orlando, Fla.

March 7—Brasher's Auto Auction, Fontana, Calif.

March 8—Aptco Auto Auction, Taylor, Mich., and Dallas Auto Auction, Dallas, Tex.

March 13—South Seattle Auto Auction, Kent, Wash., and Ohio Auto Auction, Columbus, O.

March 14—Hatfield Auto Auction, Hatfield, Pa., and Northstar Auto Auction, Shakopee, Minn.

March 15—Nashville Auto Auction, Nashville, Tenn.

March 20—Southern Auto Auction, E. Windsor, Conn.

March 21—Metro Auto Auction, Kansas City, Mo., and Golden Gate Auto Auction, Fremont, Calif.

March 22—Indianapolis Auto Auction, Indianapolis, Ind.

March 28—Arena Auto Auction, Chicago, Ill., and Clanton's Auto Auction, Darlington, S. C.

March 29—Butler Auto Auction, Gibsonia, Pa.

Model breakdown

Auction Averages

	FEBRUARY TO DATE	JANUARY	DECEMBER
1984.....	\$10,248	\$10,118	
1983.....	8,323	8,110	\$ 9,683
1982.....	6,466	6,338	6,445
1981.....	5,310	5,279	5,414
1980.....	4,754	4,239	4,734
1979.....	2,971	3,902	3,955
1978.....	2,548	2,589	2,959
1977.....	1,765	1,999	1,895
Overall			
Average \$	\$ 5,127	\$ 5,359	\$ 4,308

Used Car Sales

Auction Averages

February to date	\$5,127
Month ago	\$4,308
Year ago	\$4,611

Fuji to use CVT by Van Doorne in Subaru Justy

TOKYO. — Fuji Heavy Industries, maker of Subaru cars, has reached an agreement with Van Doorne's Transmissie, of The Netherlands, for local manufacture of a continuously variable transmission.

The CVT will be used in the Subaru Justy, a one-liter front-wheel-drive hatchback to be introduced later this year.

Mitsubishi Electric has worked with Fuji on the development of a magnetic particle clutch, which will be used in conjunction with the steel belt drive to give variable ratios.

Fuji claims that on the Japanese 10-mode test, the use of the CVT improves fuel consumption by 20 percent compared with a conventional torque-converter automatic.

According to a company spokesman, Fuji has no plans to sell the CVT to other auto makers.



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Year's production 47 pct. ahead of 1983

Makers schedule 166,850 cars

By Joe Wilssens
Staff Writer

U. S. auto makers slated production of 166,850 units last week, a slight increase over the 165,639 autos assembled the previous week and 51.38 percent greater than the 110,223 produced in the year-ago week.

The production total for 1984 climbed to 779,823 units, up 47.87 percent from 527,405 units

built in the comparable period last year.

Breakdown for the week by company was: General Motors, 63.63 percent; Chrysler Corp., 15.88 percent; Ford Motor Co., 14.85 percent; American Motors, 2.88 percent; Honda, 1.41 percent, and Volkswagen of America, 1.35 percent.

Production during January, 1984, is estimated at 679,689,

56.09 percent greater than the 435,455 cars produced in the first month of 1983. Production estimates for last month make it the best January of auto output since 786,839 cars were produced in January, 1979.

Down last week for inventory adjustment were Ford's Dearborn and Kansas City plants. Two additional daily hours were worked at Ford's Atlanta, Chicago, Edison (N.J.), St. Louis and Wayne (Mich.) plants.

At Chrysler, Belvidere (Ill.), Newark (Del.) and St. Louis No. 1 put in two daily 9-hour shifts. Jefferson (Detroit) worked two daily 8½-hour shifts.

Working additional hours on Saturday (Feb. 4) at GM were: Bowling Green (Ky.); Detroit; Flint; Lordstown (O.); Lansing; Arlington (Tex.); Doraville (Ga.); Framingham (Mass.), and Oklahoma City.

Ford Division adds trips to sweeten dealer incentives

DETROIT.—Ford Division has added a "Global Getaway" to its mixed bag of incentives.

The contest runs from Jan. 30 to April 10 and offers 10-day/9-night trips for either a Mediterranean Cruise, including Athens; Munich/Vienna, or Hawaii.

There are four-day extensions with choice of Cairo, Istanbul, Cologne, Alaska or Vancouver available.

The contest groups dealers into big and small-dealer categories. Large dealers compete

against an objective; small dealers compete among themselves for high over objective.

The sales objectives are based on all '83/'84 new Ford cars. There is a special bonus provision, giving five extra percentage points if a dealer hits a given truck objective during Jan. 30 to March 10.

There is also a special-emphasis objective on Escort, Tempe and Thunderbird. It runs from Jan. 30 to April 10. Winning it gives a dealer the four-day extension trip.

In addition, there is a Grand Travel award, with 71 trips for the large dealers and 29 trips for those in grouped competition. The special Grand Travel award includes 12-day/11-night trips for a safari in Kenya and four days/three nights to Madrid.

Advantage Corp. opens new plant in Arizona

TEMPE, Ariz. — Advantage Corp., a van conversion firm, has opened a new production facility here.

The new plant, which will produce all models in the Advantage line, has 25,000 square feet of production and office space. Tom Thiede has been named operations manager for the new facility.

Nissan offers 8.8 pct. financing on pickup trucks

CARSON, Calif. — Nissan U.S.A. last week kicked off an 8.8 percent financing program on '83/'84 pickup trucks. It runs from Feb. 1 to March 31.

The program is similar to one held last year.

Under the arrangement available through participating banks and Nissan dealers, Nissan will pay interest charges over 8.8 percent up to a limit of 13.5 percent, except in California, where the cap is 14.25 percent.

Nissan credited last year's program with boosting truck sales to a record 137,355.

CANADIAN CAR PRODUCTION

	Week Ended Feb. 4, 1984	Week Ended Feb. 5, 1983	Week Ended Jan. 28, 1984	Jan. Est.	Jan. 1 to Feb. 5, 1983	Year to Date 1984
AMERICAN MOTORS.....	600	973	609	2,554	4,362	2,914
CHRYSLER CORP.		3,814			20,957	
FORD MOTOR.....	9,100	3,848	4,735	29,094	20,144	34,554
GENERAL MOTORS.....	13,031	8,694	13,418	55,708	42,733	63,527
VOLVO.....	225	225	214	882	1,125	1,017
Total Cars, Canada..	22,956	17,554	18,976	88,238	89,321	102,012

TRUCK PRODUCTION IN U. S.†

	Week Ended Feb. 4, 1984	Week Ended Feb. 5, 1983	Week Ended Jan. 28, 1984	Jan. Est.	Jan. 1 to Feb. 5, 1983	Year to Date 1984
CHEVROLET.....	19,087	14,461	19,700	83,551	59,219	95,003
DODGE.....	4,400	2,618	4,494	17,475	7,612	20,131
FORD.....	22,989	17,070	23,015	93,833	61,840	107,626
GMC.....	6,175	3,943	5,405	25,958	20,337	29,663
INTERNATIONAL.....	1,412	1,019	1,421	5,492	4,382	6,338
JEEP.....	3,500	1,437	3,463	15,725	4,931	16,572
NISSAN.....	2,200		2,245	7,699		9,131
AM GENERAL.....	50*	50*	50*	210	250*	240*
MISCELLANEOUS.....	1,000*	1,000*	1,000*	4,200	5,000*	4,600*
Total Trucks, U.S.	60,813	41,598	60,793	254,143	163,571	289,504

CANADIAN TRUCK PRODUCTION

	Week Ended Feb. 4, 1984	Week Ended Feb. 5, 1983	Week Ended Jan. 28, 1984	Jan. Est.	Jan. 1 to Feb. 5, 1983	Year to Date 1984
CHRYSLER CORP.	6,568	2,260	6,700	24,447	13,454	28,388
FORD MOTOR.....	3,300	172	3,308	13,959	6,775	15,939
GENERAL MOTORS.....	6,248	4,440	6,341	26,538	20,118	30,287
INTERNATIONAL.....	145	266	145	571	801	658
Total Trucks, Canada..	16,261	7,138	16,494	65,515	41,148	75,272
N. American Trucks....	77,074	48,736	77,287	319,658	204,719	364,776

†Now includes window van production. *—Estimated.
Jeep includes commercial only. AM General includes government-destined vehicles.

U. S. CAR PRODUCTION

	Week Ended Feb. 4, 1984	Week Ended Feb. 5, 1983	Week Ended Jan. 28, 1984	Jan. Est.	Jan. 1 to Feb. 5, 1983	Year to Date 1984
AMERICAN MOTORS.....	4,800	2,987	4,724	14,411	16,844	17,266
AMC Total.....					1,657	
Eagle.....					1,657	
Renault Total.....	4,800	2,987	4,724	14,411	15,187	17,266
Alliance.....	2,400	2,987	2,332	7,291	15,187	8,556
Encore.....	2,400		2,392	7,120		8,710
CHRYSLER CORP.	26,500	15,120	25,330	100,385	55,954	116,305
Plymouth Total.....	8,600	5,437	7,761	30,538	19,905	36,102
Horizon.....	3,500	1,414	3,513	11,469	5,806	13,742
Reliant.....	4,400	3,925	3,760	17,148	13,866	20,037
Caravelle.....	150	98	189	764	233	855
Gran Fury.....	550		299	1,157		1,468
Chrysler Total.....	8,300	3,500	7,819	32,196	14,202	36,405
LeBaron.....	2,700	1,674	2,578	9,627	7,612	11,369
Laser.....	1,600		1,692	7,333		7,344
Chrysler E-Class.....	2,100	1,826	1,934	8,473	6,590	9,807
Fifth Avenue.....	1,900		1,615	6,763		7,885
Dodge Total.....	9,600	6,183	9,750	37,651	21,847	43,798
Omni.....	2,900	1,984	3,198	10,175	6,576	12,045
Aries.....	3,600	2,703	3,227	13,508	9,978	15,862
Daytona.....	1,100		1,290	5,942		6,624
Dodge 400.....		706			2,509	
Dodge 600.....	1,700	790	1,622	6,743	2,784	7,822
Diplomat.....	300		413	1,283		1,445
FORD MOTOR.....	24,780	23,501	36,415	130,435	190,595	145,303
Ford Division.....	15,733	14,615	24,269	85,761	66,377	95,201
Escort.....	7,718	1,423	6,933	25,872	14,607	30,504
Fairmont.....		3,314			15,257	
Mustang.....		4,482	3,334	9,277	8,078	9,278
LTD.....	4,958	4,271	4,947	20,203	16,583	23,179
Thunderbird.....	351	2,895	3,614	10,968	6,946	11,176
Crown Victoria.....	1,452	1,019	1,433	7,230	4,591	8,101
EXP.....	1,254		1,082	3,628	315	4,380
Tempo.....			2,926	8,583		8,583
L-M Division.....	9,047	8,886	12,146	44,674	43,218	50,102
Mercury Total.....	6,213	6,862	9,414	31,913	32,889	35,641
Lynx.....	1,550	303	1,301	5,505	3,851	6,435
Capri.....		577	725	1,646	1,962	1,646
Zephyr.....		1,381			5,048	
Marquis.....	2,144	1,320	1,988	7,889	5,605	9,176
Cougar.....	342	1,277	1,990	5,917	3,220	6,122
Grand Marquis.....	2,177	1,907	2,156	7,865	13,069	9,171
L7.....		97			134	
Topaz.....			1,254	3,091		3,091
Lincoln Total.....	2,834	2,024	2,732	12,760	10,329	14,461
Continental.....	519	404	483	2,386	2,062	2,698
Lincoln.....	1,773	870	1,712	4,748	4,584	5,812
Mark VI/VII.....	542	750	537	5,626	3,683	5,951
GENERAL MOTORS.....	106,170	68,233	94,617	414,904	335,068	478,602
Buick Division.....	23,391	16,958	19,702	89,691	82,628	103,726
Skyline.....	2,686	2,862	2,516	8,085	9,389	9,697
Skyhawk.....	3,199	1,413	3,120	14,390	7,306	16,309
Century.....	5,121	2,680	3,824	18,042	13,419	21,114
Regal.....	4,770	4,846	4,047	19,571	27,633	22,433
Buick.....	5,662	4,473	4,865	23,460	21,369	26,857
Riviera.....	1,207	684	1,330	5,218	3,512	5,943
Electra (fwd).....	746			925		1,373
Cadillac Division.....	7,575	6,440	6,785	28,663	34,331	33,208
Cimarron.....	435	444	481	1,938	2,516	2,199
Seville.....	742	826	749	3,118	2,995	3,563
Eldorado.....	1,423	1,567	1,435	5,982	8,021	6,836
Cadillac.....	4,216	3,603	4,120	16,844	20,799	19,373
DeVille (fwd).....	759			781		1,237
Chevrolet Division.....	37,141	16,847	31,927	141,382	96,228	163,661
Chevette.....	4,264	3,323	3,810	16,973	18,425	19,531
Cavalier.....	8,899	2,677	9,049	35,997	15,783	41,336
Celebrity.....	7,450	864	4,458	22,987	6,881	27,457
Camaro.....	6,033	3,197	5,410	23,651	19,068	27,270
Citation.....	2,087	2,075	1,604	7,465	11,462	8,716
Malibu/El Camino.....	770	2,165	483	2,353	12,199	2,815
Monte Carlo.....	4,466	1,440	4,068	18,462	8,575	21,140
Chevrolet.....	2,332	979	2,263	10,370	3,505	11,768
Corvette.....	840	106	782	3,124	330	3,628
Oldsmobile Division.....	27,407	20,541	24,908	108,531	88,689	124,976
Omega.....	1,320	2,585	1,273	3,983	6,559	4,775
Firenza.....	1,265	735	1,275	6,724	3,602	7,483
Cutlass Supreme.....	7,860	6,140	7,689	32,055	27,341	36,771
Cutlass Ciera.....	5,603	3,872	4,438	21,786	12,619	25,148
Oldsmobile.....	9,506	6,413	9,368	39,353	34,503	45,057
Olds 98 (fwd).....	963			929		1,507
Toronado.....	890	816	885	3,701	4,065	4,235
Pontiac Division.....	10,656	7,447	11,295	46,637	33,192	53,031
Acadia.....		240	345	1,194	977	1,194
2000 Sunbird.....	2,794	2,067	2,794	12,424	7,880	14,100
1000.....	796	841	967	3,356	3,951	3,834
Firebird.....	2,495	1,451	2,289	10,007	7,717	11,504
Phoenix.....	301	790	226	1,514	2,860	1,695
G. Prix/Bonneville.....	1,430	2,058	1,476	6,209	9,807	7,067
Parisienne.....	440		437	2,018		2,280
Fiero.....	2,400		2,761	9,917		11,357
Honda.....	2,250	362	2,189	9,632	500*	10,982
VOLSWAGEN.....	2,350		2,364	9,922	9,444	11,332
Total Cars, U.S.	166,850	110,223	165,639	679,689	527,405	779,823
Total Cars, Canada.....	22,956	17,554	18,976	88,238	89,321	102,012
N. American Cars.....	189,806	127,777	184,615	767,927	616,726	881,835
N. American Trucks.....	77,074	48,736	77,287	319,658	204,719	364,176
North American Cars and Trucks.....	266,880	176,513	261,902	1,087,585	821,445	1,246,011

†All Acadia and Caravelle are built for sale in Canada. *—Estimated.

Arrow Automotive plans expansion in Arkansas

MORRILTON, Ark. — Arrow Automotive Industries plans to add more than 57,000 square feet of remanufacturing and

warehouse space to its facility here, according to Harry A. Holzwarner, Arrow president.

Construction is slated to begin in February or March, and is expected to take about six months to complete.

Automotive News

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59th year—\$40 per year, \$1.00 per copy

Domestic dealer total up for first time since 1955

By John K. Teahen Jr.
Managing Editor

For the first time since 1955, there has been a full-year increase in the number of dealerships handling domestic makes of passenger cars.

The annual AUTOMOTIVE NEWS census found 20,841 dealerships in operation on Jan. 1, 1984, up 42 from the 20,799 counted a year earlier.

The 27 lean years (1956 through 1982) saw the total plunge from 41,018 to 20,799, a drop of 49.3 percent.

Last year's upturn coincided with the overall improvement in the fortunes of the domestic auto industry. There were moderate dips in the first and second quarters and then a strong recovery that put the total on the plus side for the year.

Chrysler Corp. and Ford Motor Co. were the chief factors in last year's gain. Chrysler added 227 dealers, its biggest increase since 1965, and Ford went up 94. It was Ford's greatest upswing since 1957 when it was building a retail organization for a car called Edsel.

Elsewhere, there were dips last year of 120 outlets for General Motors, 63 for American

Motors-Renault and 28 for Volkswagen.

That's an aggregate advance of 110. A change in the number of intercorporate deals cut the industry's gain to 42.

All figures in this article and in the accompanying tables refer to the net change in the dealer population, both for the individual corporations and car lines and for the domestic industry as a whole.

Honda is not included in the domestic dealer census. The company builds one model (the Accord four-door sedan) in the U. S., but some 80 percent of its sales in this country are imports. Honda is counted in the AUTOMOTIVE NEWS imported-car dealer census.

Last year's gain followed four of the toughest years dealers have experienced in the long, steady decline.

Things turned sour in 1979, not a bad year for the industry, but a real loser for its retailers. The dealer total dropped by 672. Then came the 1980 disaster: 1,607 domestic dealerships bit the dust.

In 1981, the loss was 988, followed by a decline of 881 in 1982.

The losses continued early in 1983, but at a much slower pace. The first quarter saw a decline of 48 outlets, and that number dipped to 28 in the second quarter.

Then came the turnaround. There was a gain of 94 domestic outlets in the third quarter and a further advance of 24 in the fourth.

Here are the domestic dealer figures by quarters during the year:

Jan. 1, 1983	20,799
April 1, 1983	20,751
July 1, 1983	20,723
Oct. 1, 1983	20,817
Jan. 1, 1984	20,841

Franchise totals moved upward for nearly every domestic make last year, and some of the advances were tremendous.

Dodge added 252 franchises; Plymouth, 244, and Chrysler, 223. At Ford Motor, there were

Continued on Page 46, Col. 1

Family car for the '90s



Unveiled at Chicago show

This prototype Mazda, on display at the Chicago Auto Show this week, is the MX-02. Front-drive power comes from a transverse, double overhead cam, 16-valve, electronically fuel-injected, in-line, 1.3-liter four. Four-wheel steering is one of the vehicle's gimmicks. Electronically controlled rear wheels can be steered in the direction the front wheels turn or—at low speeds—in the opposite direction for maneuverability. Sayonara, parallel parking woes. Chicago Auto Show story on Page 3.

Attendance up, workshops jammed, optimism abounds

NADA parley: Boomtime in Dallas

By Robert M. Lienert
Editor

DALLAS.—NADA rang down the curtain last week on its 67th annual Convention and Exposition — a meeting characterized by soaring attendance, optimism, business transactions and learning experiences.

Dallas seemed an eminently suitable spot for the convention. The ebullient mood of convention-goers fitted in well with the city's booming downtown building spree and the wide-open Texas spaces.

Convention attendance topped 17,000, second only to the record of 19,000-plus established in 1979 in Las Vegas. Included was an alltime record walk-on attendance of 3,000.

More than 5,300 were dealers and managers, compared with 3,500 a year ago. Total attendance last year was 12,000.

Workshops in most instances played to overflow crowds. Combined attendance at the 140

workshop sessions approached 20,000.

Still another record was established by the exposition in attracting 220 exhibitors—more than ever before. The show's 143,000 square feet made it the largest in NADA history.

Hours of the Exposition were more restricted than they had been in previous years and some exhibitors complained. But NADA said many exhibitors reported doing more business in one day of the show than in three days of previous expositions.

NADA said this resulted partially from a new credit-card system for registered dealers which enabled them to order services and products directly from the companies exhibiting.

Van exhibitors in an exposition annex felt that the entrance was not well marked and that many conventiongoers did not realize there were two exposition halls. Traffic in the van hall

did seem sparse. Exhibitors there were also unhappy because they had to move out the day before the convention ended to make room for another show coming in.

Despite the general euphoria of the convention, some dealers pointed out that the optimism should be tempered with caution. While they expect that the business climate will be pleasant throughout this election year, they suspect that times may be less happy after the fall elections.

They wonder whether interest rates can avoid rising again if Congress and the White House are unwilling to deal with the bloated federal deficit. Some have product concerns. Nobody is sure what the General Motors reorganization is going to mean nor how it will trickle down to the field.

In setting a 1984 course for

Continued on Page 46, Col. 3

breaking news

Recovery outpacing '76 comeback, Smith says

CHICAGO.—Auto sales are recovering at a faster pace than in 1976, following the 1974-75 recession, General Motors Chairman Roger B. Smith told a luncheon at the Chicago Auto Show. Through January, he said, '84 model-year sales rose nearly 5 percent more than in the 1976 recovery. Smith said GM plans to "Saturnize" all its vehicles—to apply the principles of design, engineering and manufacturing learned in the Saturn small-car project across the board. When is Saturn due? "I intend to drive the first Saturn off the line long before I retire in 1990," Smith said.

GMC to call small van the 'USV'

PONTIAC.—GMC Truck & Coach Operation has chosen "USV" (utility sports van) as the name for its version of the new downsized passenger van to be introduced late this

See BREAKING NEWS, Page 8, Col. 1

Strategy includes reshuffled car divisions, product diversification

Smith: GM to be reshaped giant by end of decade

By Marjorie Sorge
Labor Editor

General Motors' car division reorganization is only part of an emerging strategic plan which will reshape the giant auto maker by the end of the decade.

Included in that new strategic plan is not only reshuffling the

car divisions by the '86½ or '87 model year but also accelerated diversification into nonautomotive areas like electronic, chemical and metallurgical products, according to GM Chairman Roger B. Smith.

"If I get to do what I want to do, we will be more diversified," Smith told AUTOMOTIVE

News in an interview. "We will still be basically an automotive transportation company. We may even have new transportation products that we don't have now. I think we will have an electronics products division or sector that we don't have now that will be a substantial piece of our business."

According to Smith, GM will also branch out into metallurgy, chemistry and other hi-tech fields that would be byproducts of current GM programs.

In the interview, Smith also said:

1. GM is planning to cut both

personnel and the number of car lines by the time the reorganization is completed.

Under the reorganization plan, GM created two "super groups," the big-car and small-car groups, made up of seven divisions (the five car divisions, Fisher Body and GMAD). The small-car group consists of Chevrolet, Pontiac and GM of Canada, while the large-car group is Oldsmobile, Cadillac and Buick.

2. There will be one new car introduced under the reorganization before the "no-model-year" Saturn, a subcompact due

out in the late 1980s.

3. Robert C. Stempel and Lloyd E. Reuss, the vice presidents and group executives who will run the big and small-car groups, respectively, are currently housed at the Renaissance Center in Detroit, developing the strategy for their groups. According to Smith, the two men will likely never have offices at the General Motors Building. He indicated they will be close to their divisions.

"It wouldn't surprise me at all for Stempel to say (to Reuss), 'It's not in my group, but if

Continued on Page 45, Col. 1

BEST COPY AVAILABLE

1983 sales of \$74.58 billion also an alltime high

GM earns a record \$3.73 billion

By Kathleen Hamilton
Financial Editor

When General Motors reported its 1983 financial results last week, it was hard to find a performance indicator that didn't set a record.

Sales of \$74.58 billion were a record. Fourth-quarter sales of \$20.82 billion were an any-quarter high. Profits for both 1983 (\$3.73 billion) and the quarter (\$1.30 billion) were records. Income per share was a fourth-quarter record.

GM of Canada and GMAC both set revenue and income records. And GM's results no doubt led the U. S. auto industry to a record profit total for 1983.

GM's earnings of \$3.73 billion (\$11.48 a share) were nearly four times 1982's \$963 million (\$3.09 a share).

Sales of \$74.58 billion were 24 percent more than 1982's \$60.03 billion. Unit sales also were up 24 percent — from 6.24 million to 7.77 million.

The old GM profits record was set in 1978, when GM made \$3.51 billion — \$222 million less than last year — but sold 9.48 million vehicles, 18 percent more than last year's 7.77 million.

Last year's sales value, meanwhile, was 18 percent higher than in 1978, and 12 percent higher than the old GM record of \$66.31 billion, set in 1979.

"It's certainly true that we did get a lift from the rising economy, but our improved operating performance was the key," GM Chairman Roger B. Smith said in announcing the 1983 results in a speech at the National Press Club in Washington.

"For example, if we had operated in 1983 at our 1983 volume but at our 1978 performance rates, we would have bare-

ly broken even last year," he said.

Smith said GM still "has a long way to go" toward a record performance if its profits are adjusted for inflation.

GM's before-tax income skyrocketed from \$22.8 million in 1982 to \$4.97 billion last year — a far larger increase than the hefty after-tax increase — because GM paid out 45 percent of its income in taxes last year. In 1982, it garnered a tax credit of \$252.2 million. GMAC contributions to GM income aren't included in the pre-tax figures.

In addition, GM said a new accounting procedure for foreign currency translations reduced its 1983 profits \$422.5 million.

Almost all the pre-tax earnings increase — \$4.22 billion worth — was attributable to domestic income increases, according to the GM figures.

After-tax income generated in the U. S. more than tripled, from \$1.08 billion to \$3.47 billion, on a sales gain of only 31 percent (from \$50.32 billion to \$66.16 billion).

Unit sales in the U. S. rose 27 percent, from 4.04 million to 5.12 million.

• In Canada, net income of \$592.3 million was a \$626 million turnaround from money-losing 1982.

(Those are the consolidated figures reported by GM in Detroit, and don't exactly match the figures issued from GM of Canada because of exchange rates and adjustments for cross-border shipments. GM of Canada reported record sales of \$13.8 billion (Canadian) and net income of \$675.6 million.)

Results from Europe weren't so rosy. Sales rose 8 percent to \$7.97 billion, and GM set a rec-

ord in market penetration, but it turned in a loss of \$228.3 million. The company attributed most of the loss to the change in accounting procedures, but the competitive European market has led all makers to cut their margins there. Using the old accounting methods, GM broke even in Europe in 1982, with profits of \$6.2 million.

GM also lost money in 1983 in Latin America (\$15 million) and the Australia/Oceania region.

GMAC set another income record, this time \$1 billion, compared with its old record of \$688 million, in 1982.

GM added more than \$3 billion to its cash pot during the year, ending 1983 with a stunning \$6.22 billion in cash and marketable securities.

It spent \$2.60 billion on R&D, up 20 percent from 1982's \$2.18 billion.

Capital spending of \$4.01 billion was 35 percent less than 1982's \$6.21 billion. Capital spending is expected to be about \$6 billion this year, GM said.

• GM contributed \$180 million to its executive bonus plan, the first contribution in four years and the maximum allowable under the 1977 formula. As GM promised the UAW, the sum is less than allowed under the 1982 formula, which was approved by stockholders shortly after UAW members granted the company concessions.

Another \$26.5 million accrued to the Performance Achievement Plan for 1983, the first such accrual since the plan was approved in 1982. It is the estimate of what will be paid to about 500 top executives for 1983 if they and GM achieve long-term performance objectives. Payouts are scheduled for 1985 and 1987.

Profit-sharing payouts for 1983 to lower-level salaried workers and hourly workers will amount to \$322 million. GM paid \$892 million in dividends during the year.

Fourth-quarter profits of \$1.30 billion (\$4.11 a share) were nearly nine times the \$145 million (45 cents a share) made in the fourth quarter of 1982. Quarterly sales of \$20.82 billion were 50 percent more than the \$13.88 billion of a year earlier. Unit sales for the quarter rose 48 percent, from 1.43 million to 2.12 million.

Dealers bullish, cite strong sales prospects

By Al Fleming
Industry Editor

DALLAS. — Richard J. Gillis figures his timing couldn't be better.

Last June, he bought a Ford dealership in Sterling, Va. Its break-even volume was 950 new vehicles a year, but it sold only 256 vehicles in 1982 and was \$300,000 in the red.

In the first half of 1983, Sterling Ford ("Home of the Silver Dollar Deal") sold 200 vehicles. That's when Gillis took over and sales took off.

In the second half of 1983, the new owner sold 555 new vehi-

cles to wind up with 755 sales for the year.

"I'm excited about the next two, three, four years," gushed Gillis during a respite at the NADA convention last week.

"People are perceiving that now's a good time to buy a car," he said. "They're feeling good about their jobs and the cost of money and are turning in their old clunkers on new ones they've postponed buying."

Other dealers also apparently feel good about sales prospects this year.

A survey taken by Market Facts, Inc., on the first day of the NADA conclave indicated nearly unanimous agreement among dealers that the auto market and the U.S. economy will continue to expand this year.

Commissioned by Rusty Jones, Inc., an auto appearance-care firm, the survey reported that 96 percent of 179 dealers questioned expect auto sales and dealership profits will climb in 1984.

Market analysts say the bullish outlook by the nation's auto retailers is significant because dealers, on the front lines of consumer wars, are readily able to assess buyer attitudes and economic health.

"We had a good 1983 and ex-

Continued on Page 42, Col. 1



Meet Chevy's Astro Van

General Motors' new downsized M-van is slated to debut this fall in panel and passenger configurations, and a prototype of Chevrolet's version, the Astro, is on display this week at the Chicago Auto Show. It is just under six feet high and sits on a 111-inch wheelbase. Overall length is 176.8 inches and base curb weight is about 3,100 pounds. The Astro is a rear-wheel-drive vehicle, and four-speed manual transmission is standard.

Talk is of good times at Chicago Auto Show

By Roger Rowand
Engineering Editor

CHICAGO. — There's a long-standing auto show tradition here that calls for car factory brass to introduce new models, boast of recent accomplishments — or lament a lack thereof — and make some predictions.

Once again this year, the days immediately preceding the Chicago Auto Show were filled with press conferences and lavish parties, and once again the execs were touched with early annual enthusiasm as the Chicago show this week signaled that spring can't be far off.

C. P. (Chuck) King, senior vice president, sales, at Nissan Motor Co., was as enthusiastic as low inventories and caps on car imports allow. Nissan is introducing two new cars at this show.

King called the economy strong but cautious, with interest rates still too high.

"We just ended a record sales year," he said. "Our dealers sold more cars in 1983 than ever in our 24-year history — 521,902 units, up 11 percent from the 470,246 sold in 1982. That will be difficult, and probably impossible, to match in 1984, because we are faced with allotments in the fourth year of voluntary import restrictions."

He said the still-unofficial allotment calls for 31,000 more passenger cars for Nissan be-

ginning in April, but 1983 sales included 66,000 units from inventory.

Truck volume last year jumped up 27.5 percent, to 137,000 units from 108,000 in 1982. King said he expects his firm's 1,095 U. S. dealers to retail 150,000 trucks in 1984.

• Nissan recently said in the United Kingdom that once it decided to produce cars there, it could "concentrate on the possibility of adding passenger cars to truck production in Tennessee," King said.

The truck launch in Tennessee was impressive. Product quality is good and employee pride is strong, he said.

"Study teams will be involved," King said. "Honda has been successful building in the U. S. and that, coupled with our success in Tennessee, is changing things. Some of the concerns the Japanese might have had at one time about quality of cars being produced in the U. S. are no longer there."

The firm's Tennessee plant is producing 8,000 trucks a month and will move to a rate of 8,400 in March.

A reporter asked King to comment on reports that Chicago-area Datsun dealers are demanding a downpayment before allowing prospects to test drive and are adding a \$1,000 pack to each car's price.

"Unfortunately, that's a supply and demand situation," King said. "We do not condone it, and it's not unique to our product. It's the same with others in short supply. The dealer is going to get only so many cars and he's going to try to maximize his profit. That's just the way it is."

Ford Motor Co. used the show to debut a hands-free mobile phone concept, the EXP Turbo Coupe, a GT three-door hatchback Mustang and a limited edition Mustang GT 350 convertible. The company also said a new LTD will go into production here and in Atlanta late summer, 1985.

Philip B. Benton Jr., vice president, sales operations Ford North American Automotive Operations, said his company will have 20 percent of the U. S. market, possibly sometime this year. Ford in 1981 had 16.6 percent; in 1982, 16.9 percent; in 1983's fourth quarter 18 percent, and now has 18.5 percent.



German pizzazz

One of the stars at the Chicago Auto Show is this high-performance luxury Vanagon from Volkswagen of America. Called the Carat, the vehicle is a special job built in Hannover, West Germany, to measure reaction in the U. S. to a Vanagon outfitted as a German grand touring limousine. That's Carat, Rabbit owners, not carrot.

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59th year — No. 5008

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January's U. S. industry total passes 583,000

Domestics lead new-car sales surge

By Jenny L. King
Staff Writer

New-car sales shot up 32.37 percent in January, combining a 40.88-percent domestic gain with a 7.46-percent increase for the imports. It was the largest advance for the domestics since the 48.01 percent notched for June, 1983, and the 583,429 units sold were a January best since 1980.

The U. S. auto makers' 583,429 January sales compared with 414,140 a year earlier. Two years ago, an embarrassing 368,138 sales were reported the first month. Import sales reached 195,129, up from 181,585 in 1983 and second only to 217,690, the record set in 1980.

Grand total for the auto industry in January was 788,558,

up 32.37 percent from 595,725 in 1983.

Third-period domestic sales were largely responsible for the January high: They were up 64.26 percent, to 252,020 from 153,428 last year. Domestic sales

Table on Page 41.

annualized to 8.9 million based on late-January results.

For the month, General Motors reported a 35.45-percent sales gain, climbing to 344,679 from 254,470 in 1983. Ford Motor Co. was up 51.68 percent, to 139,222 from 91,789. Chrysler Corp. enjoyed a 47.31-percent increase, going to 69,391 from 47,105.

American Motors went to sales of 14,271 from 13,965, an

increase of 2.19 percent. Volkswagen was up 29.74 percent, to 7,219 from 5,564, and Honda multiplied its year-ago total by seven, reporting sales of 8,647 compared with 1,247 last January, its first month in the domestic market.

• GM claimed 59.08 percent of the domestic market in January, down from 61.45 percent in 1983. Ford sales accounted for 23.86 percent, up from 22.16 percent. Chrysler earned 11.89 percent, up from 11.38 percent. AMC slipped to 2.45 percent from 3.37 percent. VW had 1.24 percent compared with 1.34 percent a year earlier, and Honda rose to 1.48 percent from 0.30 percent.

AMC, with just the Eagle in

its lineup, was the only domestic make to fall short of year-ago sales. AMC was down 57.81 percent, to 1,948 from 4,617. Its counterpart, Renault, had a 31.82-percent increase, to 12,323 from 9,348.

At Chrysler Corp., Plymouth was up 43.69 percent, Chrysler was up 58.56 percent and Dodge was up 42.83 percent. Ford Motor Co. showed Ford was up 52.14 percent, Mercury up 56.09 percent and Lincoln up 33.98 percent.

• GM, Buick and Oldsmobile boasted record January sales. Buick was up 32.04 percent, to a record 68,550 from 51,917 last year. Oldsmobile's 88,385 was up 29.97 percent above 68,005. Pontiac was up 61.08 percent, Cadillac was up 28.84 percent and Chevrolet was up 34.12 percent.

With 25 selling days in the month this year and last, the daily rate was up 40.88 percent, to 23,337 from 16,566.

Where auto market was in January

	Total Sales	Pct. of Total
SUBCOMPACT	110,604	14.21
COMPACT	131,742	16.92
INTERMEDIATE	202,074	25.95
STANDARD	75,872	9.75
LUXURY	63,137	8.11
IMPORT	195,129	25.06
TOTAL	778,558	100.00

The imports' 195,129 January total included records for the month for Jaguar, Mercedes-Benz, Mitsubishi (an any-month record as well), Saab and Volvo.

Jaguar was up 52.68 percent to a record 1,055 units. Mercedes climbed 50.17 percent to a record 6,381. Mitsubishi's 3,333 was more than twice the 1,279 sold a year earlier. Saab was up 30.76 percent to a record 2,708 and Volvo's record 9,392 was up 13.69 percent from 8,261 for the same month, 1983.

Sales by market class in January included: Intermediates, 25.95 percent; imports, 25.06 percent; compacts, 16.92 percent; subcompacts, 14.21 percent;

Continued on Page 41, Col. 3

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CARS & CONCEPTS

U. S. CAR SALES BY MARKETING UNITS

	January, 1984	January, 1983
Chevrolet	114,329	85,242
Ford	93,549	61,488
Oldsmobile	88,385	68,005
Buick	68,550	61,917
Toyota	39,992	42,607
Pontiac	49,412	30,676
Nissan	37,036	40,916
Honda	43,909	31,672
Mercury	35,831	22,955
Dodge	30,546	21,820
Plymouth	26,449	18,419
Cadillac	24,003	18,630
VW of America	22,798	15,396
Chrysler/Imperial	21,656	13,776
Mazda	13,235	13,482
Subaru	13,450	12,248
AMC-Renault	15,582	15,763
Lincoln	9,842	7,346
Volvo	9,392	8,261
Mercedes-Benz	6,381	3,984
BMW	4,263	3,732
Saab	2,708	2,071
Isuzu	1,202	1,646
Fiat		541
Peugeot	1,512	1,060
Jaguar	1,055	691
Mitsubishi	3,333	1,279
Alfa Romeo	158	132
TOTAL	788,558	595,725

IMPORTED CAR SALES

	January, 1984	January, 1983
Alfa Romeo	158	132
Audi	5,230	2,738
BMW	4,263	3,732
Conquest/Challenger	438	1,000
Plymouth Colt	3,393	2,316
Dodge Colt	3,694	2,828
Fiat		449
Honda	35,262	30,425
Isuzu	1,202	1,646
Jaguar	1,055	691
Lancia		92
Mazda	13,235	13,482
Mercedes-Benz	6,381	3,984
Mitsubishi	3,333	1,279
Nissan	37,036	40,916
Peugeot	1,512	1,060
Porsche	1,925	1,637
Renault	1,311	1,798
Saab	2,708	2,071
Copquest/Sapporo	371	766
Subaru	13,450	12,248
Toyota	39,992	42,607
Vista	1,364	
Volkswagen	8,424	5,457
Volvo	9,392	8,261
TOTAL	195,129	181,585

But they hold to 63-day supply

New-car stocks rise to 1.4 million

By Richard A. Wright
Assistant Managing Editor

The domestic auto makers added almost 120,000 units to their new-car inventories during January, but an improved sales rate kept the days-supply level at 63, unchanged from a month earlier.

The Feb. 1 inventory totaled 1,477,399 units, compared with 1,357,995 on Jan. 1. A year ago, the domestic new-car inventory totaled 1,180,291, a 71½-day supply.

The current situation of higher unit count and healthy days-supply figure reflects this year's vastly improved market. Although a 63-day supply is very close to the theoretical ideal of 60 days, the Feb. 1 unit count is highest for any month opener since Dec. 1, 1981, when 1,491,078 new cars in stock were a burdensome 83-day supply.

All corporate makers except Volkswagen of America added to their unit totals during January, but the lion's share of the increase was at General Motors.

GM opened February with 60-day supply, up only slightly

from 59 days on Jan. 1 despite addition of more than 80,000 units to its stockpile.

Ford Motor Co. had a 69-day supply Feb. 1, unchanged from a month earlier. Also unchanged was Chrysler Corp., which held steady at a 66-day supply.

American Motors opened February with a 94-day supply, up from 84 a month earlier, while VWoA trimmed its U.S.-built stockpile to 72 days Feb. 1 from 87 a month earlier. Honda had a 19-day supply of U.S.-built Accords, off a bit from 20 a month earlier.

The Feb. 1 domestic new-car inventory was divided this way: GM, 55.57 percent; Ford Motor Co., 25.80 percent; Chrysler Corp., 13.14 percent; AMC, 3.64 percent; VWoA, 1.41 percent, and Honda, 0.44 percent.

• By size class, a sharp cut in subcompact stocks moved that segment below the industry average, joining the standard and luxury classes there.

On Feb. 1, the industry had the following days supplies by market class: Subcompact, 57;

compact, 76; intermediate, 63; standard, 55, and luxury, 38.

A month earlier, days-supply

Continued on Page 47, Col. 1

NEW-CAR STOCKS

	Feb. 1, 1984	Jan. 1, 1984	Feb. 1, 1983
Alliance	97	117	60
Encore	97	74	
Eagle	76	54	155
AMERICAN			
MOTORS	94	84	78
Horizon	54	59	80
Turismo	79	78	104
Reliant	67	65	68
Gran Fury	49	39	87
Plymouth Total	65	66	75
Laser	79	65	
LeBaron	65	64	
Cordoba	13	22	129
Fifth Avenue	54	54	81
E-Class	55½	55	
New Yorker E	79	74	19
Chrysler Total	66	63	86
Omni	82	59	83
Charger	101	110	95
Daytona	92	78	
Aries	78	72	70
Dodge 400	90	79	137
Diplomat	57	50	69
Dodge 600	100	80	88
Dodge Total	78½	76	83
CHRYSLER			
CORP.	66	66	81
EXP	96	88	141
Escort	60	62	77
Mustang	67	92	87
Tempo	76	79	
Thunderbird	85	77	322
LTD	57	45	64
Crown Victoria	65	59	80
Ford Division	68	68	77
Lynx	83	82	78
Topaz	92	89	
XR-7	93	101	15
Capri	104	135	55
Marquis	50	70	41
Grand Marquis	58	56	69
Total Mercury	74	75	74
Continental	51	49	84
Lincoln	35	32	47
Mark VII	61	98	77
Lincoln Total	50	61	63
FORD MOTOR	69	69	75
Skyhawk J	93	106	96
Skylark	98	111	107
Century	49	66	58
Regal	55	68	76
LeSabre	52	51	62
Electra	42	50	69
Riviera	58	62	79
Buick Division	60	70	77
Cimarron	98	101	85
Seville	51	30	47
Cadillac	43	41	64
Eldorado	37	35	54
Cadillac Division	44	41	62
Chevette	63	69	80
Cavalier	60	50	52
Citation	91	79	86
Camaro	79	63	80
Celebrity	56	65	61
Malibu	50	37	61
Monte Carlo	98	88	74
Chevrolet	63	60	73
Corvette	49	42	111
Chevrolet Division	67	64	72
Firenza	99½	123	86
Omega	96	98	78½
Ciera	40	53	57
Supreme	51	55	47
Olds 88	37	40	39
Olds 98	31	44	49
Toronado	53	41	69
Oldsmobile Div.	47	53	49
Fiery	18	19	
1000	96	106	100
2000	91	82	90
Phoenix	116	106	113
Firebird	85	69	79
6000	50	50	72
Bonneville	84	77	59
Gran Prix	94	68	83
Parisienne	86½	61	
Pontiac Division	71	64	81
GENERAL			
MOTORS	60	59	67
VOLKSWAGEN	72	87	100
HONDA	19	20	29
Total Cars U.S.	63	63	71



Winner of two titles

Debi Brett, of the UK, won the Most Beautiful Girl in the World title as well as the title to this Dodge 600 convertible. The nationally televised beauty pageant was held in Honolulu and Dodge Marketing provided the TV production team 10 Dodge 600 convertibles for use.

GM-Toyota hearing uncovers pair of strange bedfellows

By Helen Kahn
Washington Bureau Chief

WASHINGTON. — Ralph Nader and Lee Iacocca in bed together was the highlights of last week's go-round on the future of the auto industry as impacted by the General Motors-Toyota joint venture (JV).

The scene was a hearing first called to look at the situation of GM and Toyota producing a car in Fremont, Calif.

But the House Commerce Subcommittee — determined not to be accused of interfering with the FTC as it approaches its final determination — broadened the target to the future of the auto industry in light of the JV.

Key questions: Would such a JV between the Number One and Number Three auto makers produce others? Would they be good or bad for the companies and for jobs? Would they give consumers a wider choice and lower prices or less production and higher prices?

Would they encourage outsourcing and/or runaway production? Is there no other way — except wedlock or living together — to beat the Japanese? Do the antitrust laws need changing? Or does the problem lie with slack enforcement? Or new interpretation?

Here was Nader — who has always been an antitrust buff — telling Rep. James Florio, New Jersey Democrat, to get Iacocca to explain the "ricochet effect" of GM strategy.

And here was Iacocca, free from the thumb of Henry Ford II and free from threat of Chrysler Corp. bankruptcy, saying he can "smell it" and if he can just get the data out of FTC, the whole world can get a whiff of what's going on.

• Said Iacocca: The GM-Toyota JV can "destroy" American Motors. He thought that Ford "would be yelling like hell" and the UAW would be complaining about job loss. He wondered why the UAW is willing to settle for "half a loaf" — salvaging a few jobs.

Said Nader: Ford Motor Co. and AMC (the no-shows at the hearing) are still intimidated by GM in other areas. GM is out to "crunch" the UAW and the UAW's acceptance of that "half a loaf" just shows how shortsighted and intimidated the UAW really is. As for Ford, Nader said that Henry Ford II once said that competing with GM was like "going to bed with

an elephant." Besides, Nader said, "they know this subcommittee cannot do anything to stop the JV."

Said Iacocca: GM has enough money to hire lawyers and it doesn't need to have the Justice Department use taxpayers' money to come in to join GM and say Chrysler has no right to go to court.

Said Nader: Even the Justice Department wants to interfere with the courts on behalf of GM but even then Antitrust Chief J. Paul McGrath and Attorney General William French Smith recused themselves because of cases handled by their law firms while FTC Chairman James C. Miller III did not, although he had been a private consultant to GM.

Said Iacocca: Commissioner Terry Calvani — in office just 34 days — would have had to read 1,500 pages a day just to know what was in the record; yet he voted for the JV.

• Said Nader: It was an "ideological fix" — a "preordained conclusion," not even using the FTC expert who had handled the Ford-Toyo Kogyo increased equity decision or the AMC-Renault marriage.

Said Iacocca: What's the real issue? Size and power. GM sales are bigger than the GNP of all but 25 countries; add Toyota and combined sales are bigger than GNP in all but 20 countries, and in the U.S. market their sales are bigger than all the auto companies in the world. As for Chrysler, "we're just a blip."

Said Nader: In effect, big is bad because it can mean market dominance, and what happens then? It leads to GM "stylistic pornography" instead of "engineering integrity." GM and Toyota are "clones" and the product of the JV will be just "another Japanese lantern." If the product were to be a crashworthy, fuel-efficient, superclean and innovative product, then the country might be able to afford some lessening of competition.

Said Iacocca: GM wants to get rid of the Chevette, which has 90 percent local content, and substitute the JV product which will have 40 to 50 percent local content. But GM will be back any day — if they haven't been here already — to get those Fremont cars counted for their CAFE.

Both Nader and Iacocca

Continued on Page 44, Col. 3

Iacocca attacked by Nemet for his import-car policies

By John A. Russell
New York Staff Writer

DALLAS. — Chrysler Corp. and its chairman, Lee Iacocca, came under scathing attack by the outgoing chairman of the American International Automobile Dealers Assn. (AIADA), who claimed that Iacocca's policies in fighting imports would hurt consumers, other manufacturers and the nation's worldwide trading partners.

Thomas Nemet, in his last official act before stepping down as AIADA chairman, lashed out at Iacocca and his positions on imports and local-content legislation. Nemet claimed that while Chrysler said it is "neutral" about content legislation, it was a driving force behind passage of the measure in the U.S. House of Representatives.

He charged that Iacocca made "last-minute telephone calls to key members of Congress urging them to vote for the content bill," thus making the corporation a driving force behind its passage.

Nemet said this action by Iacocca and the corporate lobbyists took place even though Chrysler is the fourth largest importer of Japanese cars in the U.S.

A further irony, Nemet said,

is Chrysler's attempt to negotiate a joint manufacturing agreement with Mitsubishi.

Nemet charged Iacocca is not concerned about the damage his tactics will cause for consumers and U.S. foreign trade policy but his only motive is the "competitive edge" restraints and local content would give his company.

Chrysler was not the only organization to come under fire in Nemet's remarks. He charged that the UAW is a partner of Chrysler in efforts to push local content legislation. And in an election year, he said, the union warchest is geared to support protectionist legislation and congressional candidates who will vote for it.

Nemet said that the AFL-CIO has earmarked \$1 per member to support protectionist legislation and this would come to \$13 million to push this measure.

"The AFL-CIO and the UAW have made the content bill their major priority in 1984, and they mean business," he said.

And Nemet cautioned the nearly 900 import dealers in the room that they should not think that the Administration would veto the measure since "political reality" will govern any decision particularly in an election year.

breaking news

Continued from Page 1

year. No name has been selected for the commercial van. A prototype of the vehicle, which Chevrolet will call the Astro, was shown publicly for the first time at the Chicago Auto Show. Photo on Page 3.

Downsizing plans moderate, Delphi Study finds

ANN ARBOR, Mich.—Top U.S. auto industry executives are expecting more moderate changes in fuel prices and car sizes by 1990 than they had predicted two years ago, according to a new Delphi Study by University of Michigan researchers. By 1992, the subcompact share is expected to fall to 34 percent; compacts to rise to 25 percent, and larger cars to fall to 35 percent.